About GiveIndia

GiveIndia was conceptualised in December 1999 and formally registered as GIVE Foundation on April 28, 2000, as a nonprofit company u/s25 of the Companies Act, 1956, in Ahmedabad, Gujarat.

MISSION

Our mission is to promote efficient and effective giving that provides greater opportunities for the poor in India.

VISION

A strong "giving" culture where Indians donate 2% of their income every year to give the poor a chance. A vibrant "philanthropy marketplace" to ensure that the most efficient and effective nonprofits get access to the most resources.

OPERATING MODEL

The fundamental premise of our operating model is that the donor is an "investor" looking for "social returns" (most commonly the satisfaction of knowing that their money made a difference to someone else's life).

The Engagement Axiom: We believe that a vibrant marketplace that connects donors to a large variety of causes and engages them actively, will result in money reaching the most efficient and effective nonprofit organizations and groups, and create the maximum impact.

ACTIVITIES

Over the last 10 years, GiveIndia has evolved and introduced several new services & activities; these include

Internet Giving: - www.GiveIndia.org is an online portal that allows donors to donate directly to any of the "listed" nonprofit organisations. Organisations that meet the Credibility Alliance norms and certain other objective criteria are listed on GiveIndia.

Payroll Giving: - The Payroll Giving programme allows employees of member companies to contribute a fixed sum (as low as Rs50) every month to charity through their payroll. The automated system employed by GiveIndia allows donors to choose the specific projects they wish to support with their contributions.

Client services: - This service offers identification of organisations/projects for high value individual donors, corporate and institutional donors. GiveIndia undertakes appraisals, monitoring and evaluation of grants to ensure effective and efficient utilization.

SPECIAL ACKNOWLEDGEMENTS

GiveIndia acknowledges the exceptional support it continues to receive from the ICICI Group, covering not just financial assistance, but a range of other partnerships.

PEOPLE BEHIND GIVEINDIA

The list of Directors is provided on page 12 of this report. A list of staff and key volunteers is provided on the inside back cover.
2009-10 was a year of consolidation for GiveIndia as we focused on our core initiatives - retail fundraising through the Internet, the Payroll Giving Programme and working with High Networth individuals. We also launched several successful new initiatives during the year, such as the “Challenges” in the online fundraising space, the Green Giving campaign with MakeMyTrip.com and a few others.

These initiatives helped see a substantial growth in the “core” initiatives. Regular direct contributions grew by almost 50% from Rs. 12.87 cr. in 2008-09 to Rs. 18.69 cr. Total funds channeled during the year declined from Rs. 26.8 cr. to Rs. 19.8 cr. largely due to the non-recurring nature of disaster relief donations (2008-09 witnessed the Bihar floods).

Various Challenges run by the Internet team raised approximately Rs. 1.5 cr. from more than 6,500 donors. The Payroll Giving programme also grew substantially, crossing 30,000 regular donors contributing a little over Rs. 180 p.m on average.

Bulk of our donations continued to originate from within India, whereas the rest came from largely Indian diaspora and a small number of foreign nationals.

During the year, GiveIndia continued to operate with single digit fundraising costs. Increase in some of the operating ratios were the result of a sharp drop in disaster relief funds.

<table>
<thead>
<tr>
<th>Resources Mobilised</th>
<th>09-10</th>
<th>08-09</th>
<th>07-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Giving - Online</td>
<td>479.0</td>
<td>241.4</td>
<td>171.4</td>
</tr>
<tr>
<td>Retail Giving - Offline</td>
<td>86.1</td>
<td>90.7</td>
<td>178.4</td>
</tr>
<tr>
<td>Payroll Giving</td>
<td>743.0</td>
<td>541.8</td>
<td>335.9</td>
</tr>
<tr>
<td>Client Services</td>
<td>104.6</td>
<td>78.7</td>
<td>123.6</td>
</tr>
<tr>
<td>Grants to Channel Partners/NGOs</td>
<td>455.9</td>
<td>334.4</td>
<td>221.0</td>
</tr>
<tr>
<td>Regular Direct Contributions</td>
<td>1866.6</td>
<td>1287.0</td>
<td>1048.4</td>
</tr>
<tr>
<td>Marathon/JGW Events</td>
<td>105.9</td>
<td>0.0</td>
<td>789.0</td>
</tr>
<tr>
<td>Disaster Relief</td>
<td>0.0</td>
<td>1388.2</td>
<td>0.0</td>
</tr>
<tr>
<td><strong>Total Direct Contributions</strong></td>
<td>1974.5</td>
<td>2675.2</td>
<td>1837.4</td>
</tr>
<tr>
<td>Funds channeled directly to NGOs</td>
<td>19.4</td>
<td>38.0</td>
<td>160.0</td>
</tr>
<tr>
<td><strong>Direct + Indirect Contributions</strong></td>
<td>1993.9</td>
<td>2713.2</td>
<td>1997.4</td>
</tr>
</tbody>
</table>

*includes US, UK and India contributions

<table>
<thead>
<tr>
<th>Other Performance Indicators</th>
<th>09-10</th>
<th>08-09</th>
<th>07-08</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned income*</td>
<td>156.7</td>
<td>108.6</td>
<td>101.2</td>
</tr>
<tr>
<td>Investment income*</td>
<td>50.3</td>
<td>57.9</td>
<td>37.6</td>
</tr>
<tr>
<td>Expenditure*</td>
<td>180.1</td>
<td>164.8</td>
<td>145.5</td>
</tr>
<tr>
<td>Earned income as % of expenditure</td>
<td>87%</td>
<td>66%</td>
<td>70%</td>
</tr>
<tr>
<td>Expenditure as % of funds channeled directly</td>
<td>9.1%</td>
<td>6.2%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Expenditure as % of total funds channelled</td>
<td>9.0%</td>
<td>6.1%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Headcount</td>
<td>39</td>
<td>39</td>
<td>34</td>
</tr>
</tbody>
</table>

All figures are in lacs Rs.

"Thanks so much for being the medium between donors and the needy. Everybody has the desire to donate, but do not know whom to reach or how to achieve this effectively. I believe that education is the only possible way to eradicate poverty & make our nation a developed one." - Girish Ravandur, Donor
How GiveIndia Works

GiveIndia acts as a “philanthropy exchange” that connects donors with different NGOs. In doing so, we consciously stay away from exercising any discretion or judgement on our own, using a set of entirely objective norms to due diligence projects and organizations.

The role of a “philanthropy exchange”

Peter Drucker, talking of the importance of philanthropy in a society, says that philanthropy should, above all, be able to help us look in the mirror and see “a citizen who takes responsibility, a neighbour who cares”. GiveIndia strongly resonates with this belief that the primary purpose of philanthropy is to get citizens “engaged in the issues of the country”. The “exchange” structure we chose for ourselves also forces a minimal level of engagement by the donors- in at least choosing what cause, organization and project they would like to support.

Impact, in the voluntary sector, is difficult if not altogether impossible to measure. Comparing the benefit of, say, educating a child for a year to say, providing eyesight to someone, is fraught with value judgments of relative importance. We believe the issue of relative importance is very nuanced - while educating a child could be more important than restoring eyesight in one context (if at all you could get all perspectives to agree on this), it won’t in another.

We believe that any judgment calls on what cause is more important, must be exercised by individual donors themselves. The act of choice by an individual donor carries with it; information that the donor has about the relative importance of that choice. We believe that the market will “aggregate” information across a variety of individuals; and ensure the most efficient and effective distribution of giving.

The key requisites to ensure this are:

(a) Adequate information availability to donors - Donors must have at their disposal, enough information on the work done by organizations so that they can exercise their choices

(b) Adequate engagement of donors - This is the more difficult goal. Getting people to spend time on deciding which cause to support can be painstakingly difficult, but it must be done. In the absence of such engagement, giving becomes a “licence fee” paid by a donor like his/her taxes. The information that would have been carried in his/her choice is lost to the system. This is an expensive loss that we cannot afford.

By focusing on its core programmes, GiveIndia hopes to be able to lay greater stress on individual engagement in the years to come.

“I learnt from my illiterate but wise mother that all rights to be deserved and preserved came from duty well done. Thus, the very right to live accrues to us only when we do the duty of citizenship of the world.”- Mahatma Gandhi
2009-10 was a heady year for the Internet Giving team as it grew by 98% from Rs. 2.4 cr. in 2008-09 to Rs. 4.8 cr. The number of donors saw a 4-fold increase from 2,500 donors last year to more than 10,000 donors this year. A number of activities were responsible for this significant growth.

The most significant growth came from an online fundraising event - **India Giving Challenge** that we launched this year. Through this challenge, we are asking Corporates, NGOs and individual fundraisers to raise funds online by reaching out to their employees, customers, vendors, partners and supporters who in turn reached out to their friends, families and social networks, thus creating a community approach to fundraising. The NGOs who raised the most money or from most number of donors received matching donations from GiveIndia.

**India Giving Challenge (www.GiveIndia.org/IGC2009) in its very first year raised Rs. 91 lacs from 5,000 + donors.** Nearly 100 NGOs and 14 corporates took part in this 6 week campaign which was part of the Joy of Giving Week celebrations this year. 33 of these NGOs collected matching grants worth Rs. 56 lacs in total.

During the campaign, enthusiasm and motivation was maintained with the help of surprise weekly and daily prizes. We are also thankful to the Joy of Giving Week team who helped us spread the word and asked people to become a part of the celebration of giving.

We participated in a Facebook campaign run by Chase Foundation and won a grant of $25,000 which was used by us as a matching grant for our own challenges.

Our Google Grants programme expanded last year from free advertising worth $10,000 p.m. last year to $40,000 p.m. this year due to the consistent usage of this medium. Today more than 50% of our traffic is driven by this medium and along with Google search engine accounts for more than 70% of traffic to the website.

Another interesting initiative we launched last year was a partnership with MakeMyTrip, wherein a customer on the MakeMyTrip site could offset the carbon emission resulting from his trip by choosing to donate towards tree plantation. This has been a tremendous success as more than 75,000 trees have been planted 15,000+ donors in 5 months of this campaign. Seva Mandir has been the implementation partner planting the trees in Udaipur region. We aim to expand the programme significantly next year with the creation of a division within the Internet Giving team to drive such environmental initiatives. We are calling this division Green Giving.

One of the areas in which we did not see much growth was Standing Instructions and Remittances which we were very hopeful to expand this year. However we have taken that as a challenge for next year and will be driving it with renewed focus trying out various different models to ensure that we succeed on this front.

"It is good that, while sitting at office, I am able to help some needy people. Please go ahead with this idea and campaign more for more donations. Thanks for helping me to donate to someone needy." - Ayan Acharyya, Donor
In 2009-10, the Payroll Giving programme grew to Rs. 7.4 cr. which is 37% higher than the previous year collections of Rs. 5.4 cr.

We had 18 very reputed companies implementing the programme this year. The first was the Aditya Birla Group, which rolled out the programme at all their companies - Idea Cellular, Birla Sun Life, Madura Garments etc.

The other companies to implement were BBC, Capgemini, CLSA, Deloitte, Eclipsys, Geometric, HDFC Ergo, Hirco, HSBC Investdirect, ITC Hotels, Lintas, Nokia, OnMobile, Thomas Cook, TVS Sundaram Fasteners, Vodafone and Wartsila.

What was also encouraging was that the average ticket size of new signups increased to Rs. 187 p.m. from Rs. 141 p.m. the previous year despite the recessionary trends in the market. The programme now has 30,000+ employees contributing every month across 80+ companies. Nearly 14,000 employees joined the programme this year.

"It's most heartening to have nearly 2,000 of our employees donating to social causes every month. The GiveIndia programme is most convenient and flexible, and allows our employees to donate to a cause of their individual choice. The Aditya Birla Group is happy to partner with GiveIndia to help build a 'giving culture' in India." - Dr. Sanrupt B Misra, Group HR, Aditya Birla Management Corporation Pvt. Ltd.
In 2009-10, the Projects division channeled Rs. 5.8 cr. to 44 NGOs. Out of Rs. 5.8 cr., Rs. 4.6 cr. was channeled by an ICICI program called Read to Lead, and around Rs. 1.2 cr. through corporate and individual high-value donors.

The ‘Read to Lead’ program launched by ICICI in 2008-09 through ICICI Foundation, to educate 1,00,000 disadvantaged children by providing formal education at the elementary level, was successfully wrapped up this year. The budget for this exercise was Rs.10 crore or Rs.1000 per child. It was a unique programme that combined CSR with brand building. The programme was run in partnership with 30 NGOs across 14 states. GiveIndia entirely managed the backend of the program i.e. NGO selection, disbursements, monitoring, feedback and case studies for ICICI Bank.

Our high value individual donors and corporates extended their support to 14 NGOs. Our earliest donor couple, supporting the girls’ orphanage run by Vatsalya Trust in Mumbai, has renewed their support now for the 4th year in a row. They initiated and encouraged the trust to conduct English training classes for the girls. One individual donor has extended her support to 6 NGOs in the Education, Children and Elderly sectors. She actively continues to volunteer with 4 of the 6 NGOs that she supports. One Corporate client launched a green drive by undertaking a tree plantation program with 4 different NGOs.

GiveIndia in partnership with CII organized a Giving Bazaar on Oct 1, 2009. A catalogue of 150 due-diligenced projects covering a range of areas such as Disability, Education, Environment, Health & Sanitation, Rural Livelihood and Women Empowerment were disseminated at the Bazaar. The forum also featured 20 NGOs displaying their project needs and was attended by over 70 participants from 48 companies.

An important association was establishing a customized philanthropy service for private banking clients. We partnered with Deutsche Bank India and Altamount Capital to provide customized philanthropy services to their high net worth clients. This tie-up offers clients pre-designed as well as tailor-made options, as clients can choose the cause, monitor their donations and get regular updates on the status of the projects from GiveIndia.

Our plans for 2010-11 include forming an exclusive club to drive an active giving culture amongst High Networth Individuals (HNIs) thus building a community of engaged donors committed to various social causes. The members of this community or club would have a stated intent to donate Rs. 5 lacs or more and engage at least 40 hours of their time per year to any cause(s) of their choice. The club will serve as a platform to enable engagement between donors, NGOs and sector experts resulting in tangible giving actions and partnerships. The Club will measure its achievements in terms of the amount of money donated by its members, the hours they spend engaging with causes and the number of giving members involved.

“We observed that many of our high-end customers were keen on contributing to social causes but had doubts about the causes that they could support, on the money to be spent and if their donation was being used properly. Therefore, we aligned with GiveIndia Foundation to create awareness.” - Pankaj Narain, Director & Head, Private Clients, Deutsche Bank India AG
In 2009-10, we added 51 new Tier I NGOs bringing the total number of NGOs on GiveIndia to 233. 41 new Tier II NGOs were also added.

197 of the 212 NGOs successfully completed the Annual Renewals in November 2009. While 2 NGOs decided to opt out of renewals, 13 NGOs were delisted due to non-compliance of norms.

The year 2009-10 has been one of review and streamlining of our processes. This has helped make listing more meaningful for our partner NGOs and helped our team understand and apply our listing criteria better.

A major focus area was a review of all the earliest (created before January 2008) donation options on the GiveIndia website through a Donation Option Optimization (DOOP) exercise. This was done to ensure that costs were updated, feedback provided was as per requirements and the information for all NGOs was available in a standardized format. We made suggestions on modifying or creating new options based on disbursements that took place in 2008-09 to over 65 of our oldest partner NGOs. The exercise was great value addition in terms of due diligence and increased donations to our partner NGOs. We plan on covering another 100 NGOs in 2010-2011.

Some feedback from our partners on this exercise:

“Our experience with GiveIndia has been extremely positive. The exercise we underwent has definitely helped us increase the number of donations substantially. We have removed some options and are in the process of adding new, more required DOs.” – Keren Nazareth, Saath

“It was an opportunity when we could review our work and think about most specific options reflecting our work and gave us opportunity to revise the cost which had gone up within the span of time.” – Amitabh, Prayatna

An important association was establishing a customized philanthropy service for private banking clients. We partnered with Deutsche Bank India and Altamount Capital to provide customized philanthropy services to their high net worth clients.

“They reflect our current work and are attractive for donations.” – Dr Ramana, ARDAR

“I am happy to tell you that having undergone the DOOP exercise last year which helped us in increasing the number of donations. The donation options now reflect the exact work done by our organization.” – Ilu Pathak, AWAG

“The new donation options benefited us as we are getting more numbers of donations than in the previous year. The donations we have received so far helped us to fulfill our vision in positive way.” – Somendra Nath, Bani Mandir

Our plans for 2010-11 include a complete review of GiveIndia's Listing Criteria with feedback from our donors and partner NGOs.

“There are lot of NGOs out there however you might not know their authenticity. GiveIndia has taken the initiative to channelise our hard earned contribution & make sure that it goes to the right deserving place. Way to go!” – GiveIndia Donor
"I had actually forgotten about the donation I had made until I received this feedback form. I had made my first donation as a test case. Your feedback has motivated me to donate more." - Gauri Nagabhushanam
GiveIndia actively participated in the Joy of Giving Week. The India Giving Challenge successfully rode the JGW campaign to raise over Rs. 91 lacs from various individuals. Participating corporates and NGOs were excited to be part of a larger movement.

In Chennai, GiveIndia partnered with Oriental Cuisines to launch the “Battle of the Buffets”, an initiative that saw the major 5 star hotels of the city coming together to provide free buffet dinners at the Trade Centre. Leveraging our experience of having created concepts like marathon fundraising, GiveIndia threw the Battle of the Buffet open to all the NGOs of Chennai- NGOs could sell donor passes to the event at Rs. 5,000 each with 100% of the funds raised going to the NGO. The event raised Rs. 90 lacs from 1,800 donor passes sold by over 65 participating NGOs.

This is possibly the only event of its scale anywhere in India where 100% of the funds are channeled to NGOs. While Oriental Cuisines picked up all operating costs in Year 1, the goal is to cover all these costs through sponsors going forward, so that the 100% pass through value proposition is retained. We also believe that a lot of our other areas of work can, over a period of time, adopt learnings and techniques from the Battle of the Buffets to bring fundraising costs down as much as we can.

GiveIndia also launched a series of auctions through eBaY India, as part of the JGW. The auctions, where we again provided backend support, included a ½ day coaching camp with Sachin Tendulkar that broke eBaY India’s record for the highest amount bid online, and some items donated by stars Saif Ali Khan, Deepika Padukone and director Imtiaz Ali from the movie, Love Aaj Kal. We also supported the ISB’s Shadow a CEO auctions that saw 23 CEOs raising nearly Rs. 16 lacs by agreeing to spend a day each with students of ISB identified through an online bidding process.

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In Mumbai, GiveIndia assisted Toofles Foundation in launching the Toofles Tagheur Style for Smiles show, that saw 43 CEOs walking the ramp for a cause. 4 reputed designers created special lines for these CEOs to wear, and each of them got to choose a charity that received Rs1 lac in donations. The entire event was managed by the Toofles team led by Madhabi Puri Buch, while the GiveIndia team provided backend support to the initiative.

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September 27-October 3, 2009 saw the launch of the first “Joy of Giving Week”, a newly founded festival that aims to engage all Indians, across caste, class, religion, age and other barriers, in giving back to society, whichever way they choose to. Several of GiveIndia’s volunteers and directors were actively involved in promoting the festival, working closely with organizations across the country, including Goonj, ISB, Riverside School, JAM Magazine and others. Support from the media was also very strong for this initiative that channeled over Rs.10 crores to 150+ NGOs within its 1st year itself.

GiveIndia celebrates the Joy of Giving Week

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GiveIndia celebrates the Joy of Giving Week

Karthik has the audience tapping their feet to peppy numbers

Sudha ragunathan entralls audience with her melodious music

43 CEOs who took part in Toofles Tag Heur Style For Smiles
Statistics

Our basket of Tier I NGOs range from small to large as indicated below:

- Upto 5 lacs: 15
- 5 to 25 lacs: 55
- 25 lacs to 1 crore: 71
- 1 to 5 crore: 71
- Above 5 crore: 21

Grand Total = 233
Average = Rs 212.1 Lacs
Median = Rs 60.9 lacs

Distribution of our Partner NGOs:

- North: 25 (10.7%)
- West: 62 (26.6%)
- East: 37 (15.8%)
- South: 109 (46.7%)

Total = 233

In year FY 2009-10 funds channeled excluding funds channeled through JGW, R2L and Matching Grants:

- Less than 50,000: 61
- From 50,000 to 1 lac: 43
- From 1 to 3 lacs: 29
- From 3 to 5 lacs: 35
- 5 to 10 lacs: 23

Total = Rs. 9,97,19,391
Average = Rs 3.49 Lacs
Median = Rs 1.56 lacs
Number of NGOs = 285

In the year FY 2009-10 funds channeled including funds channeled through JGW and R2L and Matching Grants:

- Less than 50,000: 65
- From 50,000 to 1 lac: 47
- From 1 to 3 lacs: 36
- From 3 to 5 lacs: 37
- 5 to 10 lacs: 45
- Above 10 lacs: 37

Total = Rs. 16,22,33,750
Average = Rs 4.77 Lacs
Median = Rs 1.60 lacs
Number of NGOs = 340
BALANCE SHEET AS AT MARCH 31, 2010

<table>
<thead>
<tr>
<th>As at March 31</th>
<th>March 31, 2010 (Rupees)</th>
<th>March 31, 2009 (Rupees)</th>
</tr>
</thead>
</table>

Sources of Funds

**Capital Funds**
- Share Capital: 25,200 (25,200)
- Corpus Fund: 10,000,000 (10,000,000)
- Capital Grant: 159,768 (193,145)
- Reserves & Surplus: 13,434,789 (10,677,178)

**Funds Earmarked**
- For disbursement to developmental organisations: 91,830,412 (56,172,255)
- For application as per Donors’ preferences: 8,165,140 (—)

Total: 123,615,309 (77,067,778)

Application of Funds

**Fixed Assets**
- Gross Block: 4,076,690 (4,239,868)
- Less : Accumulated Depreciation: 3,458,971 (3,890,808)
- Net Block: 617,719 (349,059)

**Investments**
- Current Assets, Loans and Advances: 37,322,681 (16,900,403)

**Current Assets, Loans and Advances**
- Sundry Debtors: 15,728,985 (14,457,938)
- Cash and Bank Balances: 70,886,292 (46,714,105)
- Other Current Assets: 3,790,809 (2,436,068)
- Loans & Advances: 1,457,499 (1,694,413)

Total: 91,863,585 (65,302,524)

- Current Liabilities: 5,694,093 (4,986,434)
- Provisions: 494,582 (497,775)
- Net Current Assets: 85,674,909 (59,818,314)

Total: 123,615,309 (77,067,778)

In terms of our report attached

For Deloitte Haskins & Sells
Chartered Accountants

R. Laxminarayan
Partner
Place: Mumbai
Date: 8/10/2010

For GIVE Foundation
Chartered Accountants

N Vaghul
Chairman
Venkat K.N.
Director
Place: Mumbai
Date: 8/10/2010

Complete schedules, notes to the accounts and the auditors’ report are available at www.GiveIndia.org

STATEMENT OF INCOME AND EXPENDITURE ACCOUNT
FOR THE YEAR ENDED MARCH 31, 2010

<table>
<thead>
<tr>
<th>Year ended March 31, 2010 (Rupees)</th>
<th>Year ended March 31, 2010 (Rupees)</th>
</tr>
</thead>
</table>

**Income**
- Revenue Grants drawn: 2,030,760
- Income from Charity Advisory Services: 11,669,304 (10,857,115)
- Income from Current Investments: 5,032,909 (5,792,631)
- Other Income: 69,758 (722,039)

Total: 20,771,972 (19,677,786)

**Expenditure**
- Personnel Expenses: 11,186,017 (10,302,888)
- Technical Expenses: 1,402,055 (1,936,006)
- Promotional Expenses: 52,575 (11,994)
- Administrative and Other Expenses: 4,963,917 (4,157,516)

Total: 16,188,654 (16,482,786)

Excess of income over expenditure: 4,583,318 (2,855,000)

Balance Carried to the Balance Sheet: 13,434,789 (10,677,178)

Basic and Diluted Earnings Per Share (Face value of Rs 10/-) (Refer Note B-6 of schedule 18)

Significant Accounting Policies and Notes to the Accounts

RECEIPTS AND PAYMENTS ACCOUNT FOR THE YEAR ENDED MARCH 31, 2010

<table>
<thead>
<tr>
<th>For the year ended on March 31</th>
<th>March 31, 2010 (Rupees)</th>
<th>March 31, 2009 (Rupees)</th>
</tr>
</thead>
</table>

**Sources of Funds**
- Income from Charity Advice: 15,669,304 (10,857,115)
- Received for Small Grants Program: 65,108,961 (34,023,261)
- Received from sale of fixed assets: 49,000 (—)
- Other Income: 26,910 (722,039)
- Contribution to Earmarked Funds: 226,868,986 (266,973,919)
- Redemption of Investments: 64,714,543
- Income on Investments: 5,032,909 (5,792,631)

Total: 311,975,321 (383,083,505)

Application of Funds
- Addition to Fixed Assets: 740,675 (169,413)
- Purchase of Investments: 20,422,278 (59,148,830)
- Disbursements under Small Grants Program: 56,943,821 (34,118,258)
- Disbursements from Earmarked Funds: 190,428,826 (241,825,091)
- Personnel Expenses: 11,186,017 (9,159,959)
- Technical Expenses: 1,402,055 (1,936,006)
- Promotional Expenses: 52,575 (11,994)
- Administrative and other expenses: 4,963,917 (4,157,516)
- Increase in Net Current Assets: 25,852,595 (31,422,507)

Total: 311,975,321 (383,083,505)
IDENTITY

- Give Foundation is registered as a not-for-profit company under Section 25 of the Companies Act, 1956. (Reg. No. 04-37902, dated April 28, 2000), with the RoC, Gujarat; MOA and AoA are available on request.

- GiveIndia is registered u/s 12A of the Income Tax Act, 1961, and with the Director of Income Tax (Exemptions) u/s 80G, valid till March 31, 2013. (Reg. No. DIT(E)/80G(5)/929/07-08).

- GIVE is registered under section 69(1)(a) of the Foreign Contribution (Regulation)Act, 1976 (FCRA Reg.No.041910285)

Visitors are welcome to the address given on the “Contact Us” link on our website.

Name & Address of Main Bankers: ICICI Bank Ltd., Drive in Road Branch, Ahmedabad 380 054.

Name & Address of Auditors: M/s Deloitte Haskins & Sells, Chartered Accountants, 12, Dr. Annie Besant Road, Opp. Shiv Sagar Estate, Worli, Mumbai 400 018, India.

VISION AND IMPACT

Mission: Our mission is to promote efficient and effective giving that provides greater opportunities for the poor in India.

Vision: A strong “giving” culture where Indians donate 2% of their income every year to give the poor a chance. A vibrant “philanthropy marketplace” to ensure that the most efficient and effective nonprofits get access to the most resources.

GOVERNANCE - DETAILS OF BOARD MEMBERS: (as at March 31, 2010)

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>Sex</th>
<th>Position on Board</th>
<th>Occupation</th>
<th>Area of Competency</th>
<th>Meetings attended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. N. Vaghul</td>
<td>74</td>
<td>M</td>
<td>Chairman</td>
<td>Ex - Chairman, ICICI Bank Ltd.</td>
<td>Banking &amp; Finance</td>
<td>2/2</td>
</tr>
<tr>
<td>Ms. Rama Bijapurkar</td>
<td>53</td>
<td>F</td>
<td>Director</td>
<td>Strategic Mktg. Consultant</td>
<td>Strategic Marketing</td>
<td>0/2</td>
</tr>
<tr>
<td>Mr. Tarun Das</td>
<td>71</td>
<td>M</td>
<td>Director</td>
<td>Chief Mentor - Cl</td>
<td>Management &amp; Strategy</td>
<td>0/2</td>
</tr>
<tr>
<td>Mr. Kishore Chaukar</td>
<td>63</td>
<td>M</td>
<td>Director</td>
<td>Managing Director Tata Industries Ltd.</td>
<td>Management</td>
<td>2/2</td>
</tr>
<tr>
<td>Ms. Amavaz Aga</td>
<td>68</td>
<td>F</td>
<td>Director</td>
<td>Director - Thermax Limited</td>
<td>Management</td>
<td>2/2</td>
</tr>
<tr>
<td>Mr. Amit Chandra</td>
<td>42</td>
<td>M</td>
<td>Director</td>
<td>Managing Director - Bain Capital</td>
<td>Finance</td>
<td>2/2</td>
</tr>
<tr>
<td>Mr. Venkat Krishnan</td>
<td>40</td>
<td>M</td>
<td>Director</td>
<td>Director - GIVE Foundation</td>
<td>Management and operations</td>
<td>2/2</td>
</tr>
</tbody>
</table>

- The GIVE Board met two times in FY 2009-10 on 23/07/2009 and 14/10/2009
- Minutes of the Board meetings are documented & circulated.
- A Board Rotation Policy exists and is practised.
- The Board approves programmes, budgets, annual activity reports and audited financial statements. The Board ensures the organization’s compliance with laws and regulations.

ACCOUNTABILITY AND TRANSPARENCY

- No remuneration, sitting fees or any other form of compensation has been paid since inception of the Foundation, to any Board member, trustee or shareholder.
- No reimbursements were made to any Board Member during 2009-2010
- CEO’s Remuneration: Rs 1,60,000 p.m (Rs one lakh sixty thousand only)
- REMUNERATION OF 3 HIGHEST PAID STAFF MEMBERS:
  - Rs. 1,60,000/- p.m
  - Rs. 1,00,000/- p.m
  - Rs. 93,601/- p.m
- REMUNERATION OF THE LOWEST PAID STAFF MEMBER: Rs. 5,001/- p.m
- STAFF DETAILS: (as at March 31, 2010)*

<table>
<thead>
<tr>
<th>Gender</th>
<th>Paid full time</th>
<th>Paid part time</th>
<th>Paid Consultants</th>
<th>Unpaid Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>15</td>
<td>1</td>
<td>2</td>
<td>&gt;5</td>
</tr>
<tr>
<td>Female</td>
<td>14</td>
<td>1</td>
<td>6</td>
<td>&gt;5</td>
</tr>
</tbody>
</table>

All Directors are “volunteers” giving their time pro bono. They are not included in the details above.

- DISTRIBUTION OF STAFF ACCORDING TO SALARY LEVELS (as of March 31, 2010)

<table>
<thead>
<tr>
<th>Slab of gross salary (in Rs.)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5000</td>
<td>0</td>
</tr>
<tr>
<td>5,000 - 10,000</td>
<td>5</td>
</tr>
<tr>
<td>10,000 - 25,000</td>
<td>13</td>
</tr>
<tr>
<td>25,000 - 50,000</td>
<td>2</td>
</tr>
<tr>
<td>50,000 - 1,00,000</td>
<td>1</td>
</tr>
<tr>
<td>1,00,000 -</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL</td>
<td>21</td>
</tr>
</tbody>
</table>

The staff table includes the salaries of both staff as well as paid consultants in the respective categories for the year ending March 31, 2010.

- Average Salary: Rs 26,597; Median Salary: Rs 18,502
- Total cost of National Travel by all Board members and personnel (including volunteers) Rs 4,93,130
- Total cost of International Travel by all Board members and personnel (including volunteers): Rs 2,25,066

*The staff table includes the salaries of both staff as well as paid consultants in the respective categories for the year ending March 31, 2010.*
List of Employees requires as of March 31, 2010

Abhijit Ganguly
Aditi Sahhotra
Amita Chauhan
Deepti Varadarajan
Deepthi Reddy
Dhaval Udani
Digvijay Sinha
Gopi Venkataraman
Hussain Panjwani
Kalpesh Premji Maru
Kapil Kumar Sharma
Karpagavalli M
Leeba Raj Prasad
Mashunngam Ramsan
Mathan Varkey
Michael Faras
Milind Rane

Namita Edwards
Parag Rastogi
Prasad Jagushte
Priyanka Deokar
Rasika Gaikwad
Ruchita Malhotra
Rupali Malve
Sambhaji Kesarkar
Sandeep Kumar Jain
Sanjay Avasare
Sanjyot Kamath
Shilpa Maroo
Smita Nayar
Srabani Dubey
Stanny DCunha

Suchita Sawant
Suprina Dunga
Swati Anil
Tarika Vaswani
Tejul Rayagor
Ujwal Thakar
Umesh Nayak

List of Volunteers as of March 31, 2010

India
Aarti Madhusudan
Jasmine Wadhawan
Mitali Sawant
Natasha Baisiwala

Prasad
Rashi Goyal
Santosh Bhandarkar
Varuna Paul

UK
Apoorva Bhandari

US
Adnan Kapadia
Awanesh Verma
Divya Punwani
Har Srinivasan
Manasi Totade

Pawan Mehra
Rakesh Menon
Tasneem Kapadia
Upendra Bhatt
NGOs listed with GiveIndia as of March 31, 2010
Total = 233

3rd Floor, West Khetwadi Municipal School, Lane #5, Khetwadi, Mumbai-400 004, India Tel: +91-22-23894942/3
info@giveindia.org twitter.com/GiveIndia www.GiveIndia.org
www.causes.com/GiveIndia